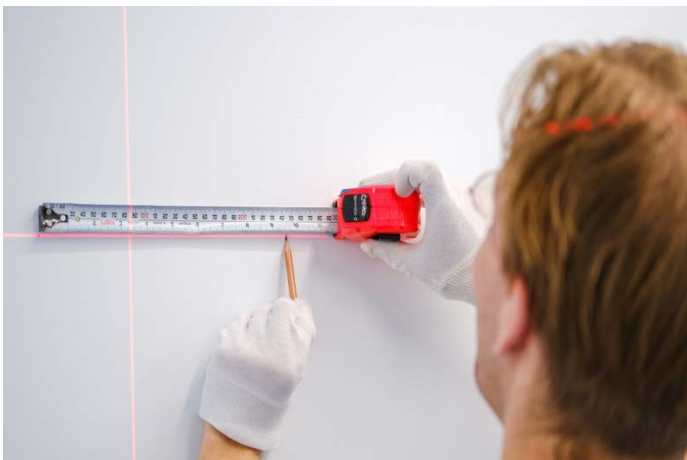


LINDEN PROJECTS SPACE

Exhibitor Kit



EXHIBITOR KIT

This **Linden Projects Space Exhibitor Kit** provides an overview of basic responsibilities, information and timelines relevant to your exhibition. The Exhibitor Kit is comprised of three sections: **before**, **during** and **after** your exhibition. Please refer to this document when planning your exhibition at Linden Projects Space.

When organising your exhibition, please read through the **Linden Projects Space Exhibition Agreement** and **Schedules 1 & 2**. Please contact the Projects Space Coordinator with any questions.

KEY CONTACT

Karl Halliday – Projects Space Coordinator

P 0420 752 847

E projects@lindenarts.org

For urgent matters during opening hours, contact Gallery Reception at (03) 9534 0099

USEFUL CONTACTS

Gallery Reception

(03) 9534 0099

Liam James – Gallery Manager

0477 415 863

St. Kilda Police Station (non-urgent)

(03) 9536 2666

Salvation Army St Kilda Crisis Centre

(03) 9536 7777

City of Port Phillip Council

(03) 9209 6777

In an emergency

Call 000



Image credits:

Shelley Xue, David Hagger, Laura May Grogan

Cover page image credits (L-R clockwise):

Ellis Mosely; Mathieu Vendeville, Shelley Xue (3&4)

Linden New Art acknowledges the Bunurong and Boon Wurrung people of the Kulin Nation as the traditional custodians of the land on which we operate. We recognise that sovereignty was never ceded – this is and always will be Aboriginal land.

LOCATION + FLOOR PLAN

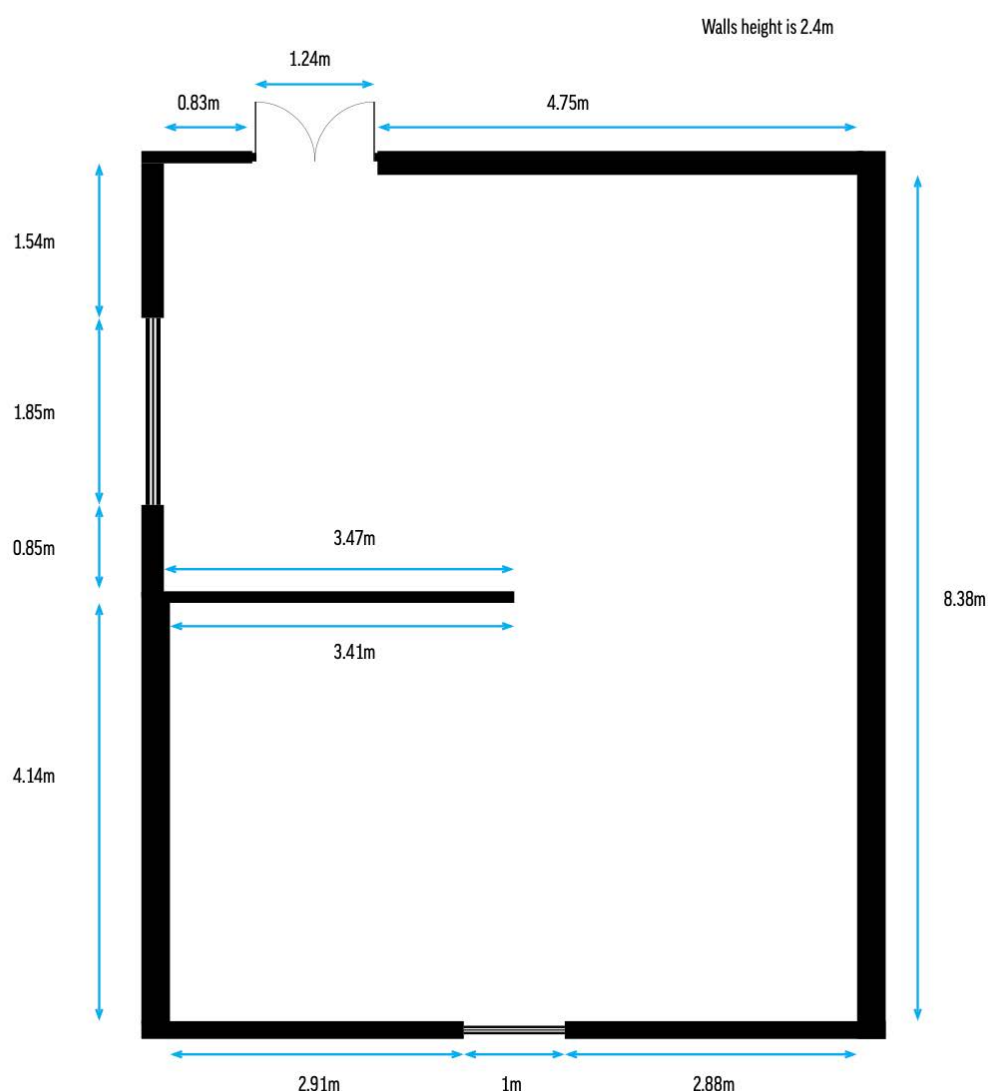
Linden Projects Space is located on the second floor in the rear of the Linden New Art building on 26 Acland Street, St Kilda on Bunurong Boon Wurrung Country. Visitors can access Linden Projects Space by heading up the staircase in the Main Gallery and through to the rear balcony of the building. A second point of access is made available via a stairwell around the rear of the building. There is a passenger lift in the Main Gallery. Unfortunately, Linden Projects Space is not wheelchair accessible.

It is expected all exhibitors at Linden Projects Space conduct a site visit to the gallery before planning their exhibition. If visiting the gallery in person is not an option, please let the Projects Space Coordinator know.

A traversable 3D virtual model of the gallery is available to view on the Linden New Art website.

The gallery has four sets of lights, each comprising of four equilateral LED light strips, 1.5m in length and 3.6cm in width. It is up to the Exhibitor to supply additional and/or specific lighting materials (e.g., filters, coloured gels, lighting mounts) if required. There is no option for ceiling mounted lighting.

Exhibitors have the option of having the window furthest from the entrance covered upon request. Exhibitors can request to repaint walls, however the floor and ceiling cannot be painted.



BEFORE YOUR EXHIBITION

GALLERY FEE

Exhibitors at Linden Project Space are required to pay a fee of **\$1,500** (+10% GST). This fee covers:

- The hire of the Linden Projects Space gallery for the duration of the exhibition as outlined in Schedule 2.
- One day of professional installation assistance provided by the Projects Space Coordinator.
- An Opening Reception event with a licensed bar, supplied and operated by Linden New Art.
- Staffing of the gallery, including invigilation, administration, marketing, event management and facilitation of sales.
- Design of an e-invite and an e-mailout to Linden New Art's mailing list of over 10,000 contacts.
- Exhibition signage and wall labels.
- Standard re-painting and patching materials.

The hire fee must be fully paid prior to installation.

EXHIBITION CONTENT

Linden New Art takes every effort to ensure that exhibitions are displayed in a manner that is fair, accessible to the public, and safe for visitors. If the content of your exhibition, including work/s and/or text, involves any material that may be deemed offensive, culturally sensitive or controversial, for mature audiences, and/or potentially unsafe, please discuss with the Projects Space Coordinator.

Linden reserves the right to install signage in and outside the exhibition space in instances where content warnings for visitors are required.

INFORMATION CHECKLIST

In the months leading up to your exhibition, exhibitors will be provided with documents requesting essential information relating to the exhibition. Before installing your exhibition, make sure you have completed and supplied Linden with the following:

> **Exhibition Agreement (8 weeks prior)**

This is a contract detailing the formally agreed terms between the Exhibitor and Linden New Art.

> **Schedule 1 (3 weeks prior)**

This document requires details of the works to be exhibited, along with insurance values, sale prices, and the Exhibitor's bank details.

> **Schedule 2 (6 weeks prior)**

This document provides a timeline of agreed responsibilities and deliverables to be adhered to by both the Exhibitor and Linden New Art.

> **At least six images (6 weeks prior)**

Of works to be exhibited, or indicative works, as well as at least one bio image where appropriate, to be used across Linden's promotional material. Images of artworks should be attributed as follows: Artist; Title; Year; Materials; Dimensions (H x W x D)/duration; Image/Video Credits.

> **Bio & CV (6 weeks prior)**

A brief 150-word biographical overview of your artistic practice, and an artist's CV listing past exhibitions, qualifications, projects, awards and residencies, where applicable.

> **Exhibition Plan (3 weeks prior)**

The planned design and layout of the exhibition.

> **Exhibition Statement (6 weeks prior)**

Outlining the ideas and themes explored in the exhibition.

> **Media Questionnaire (5 weeks prior)**

This is a series of questions relating to possible media opportunities facilitated by our publicists.

BEFORE YOUR EXHIBITION

EXHIBITION INSTALLATION

Artists/Curators are to discuss the installation of work with the Projects Space Coordinator at least **TWO WEEKS** prior to your exhibition. This alerts Linden to any potential health and safety issues and allows us to give targeted technical support.

Exhibitors are assigned **TWO DAYS** prior to the exhibition opening to install their work during regular working hours, typically on a Tuesday and Wednesday 9am-5pm. Included in the Projects Space hire fee is one day of professional installation assistance from our staff.

Linden provides basic installation equipment for exhibitors to use, including hammers, drills, screws, plugs, nails, spirit levels, tape measures, step ladders, hooks, wall paint, brushes, drop sheets and sandpaper. Plinths, when available, can also be used upon request.

Exhibitors are responsible for supplying any A/V equipment, digital media, cables, and mounting equipment when required.

ARTWORK DELIVERY

If you are dropping off your work by car, you can schedule entry through the back of the gallery which can be accessed via the rear laneway on Robe Street. There are also limited on-street parking options in front of Linden along Acland Street.

Note: Linden cannot accept any artworks until the insurance values of the work [see *Schedule 1*] have been recorded and lodged.

ACCESS

Exhibitors are welcome to request private access to the Linden Projects Space any time **between 9am and 5pm** on weekdays (excluding public holidays) or **between 11am and 4pm on weekends** during the exhibition period. The Projects Space cannot be accessed outside of these hours without pre-arranged approval from the Linden staff.

If you would like to schedule a site visit of Projects Space outside of regular gallery opening hours, contact the Projects Space Coordinator by email projects@lindenarts.org.

SAFETY

All exhibitions and events at Linden New Art must adhere to recognised Occupational Health and Safety (OH&S) standards.

Such measures include the supervised use of power tools, safe installation of electrical equipment, safe practice of heavy lifting and working with heights. Linden staff may recommend Exhibitors use protective clothing such as dust masks and eyewear during installation when deemed necessary.

FIRST AID

First Aid Supplies are kept in the kitchenette cupboard upstairs at Linden. A second kit is kept downstairs at reception. If any item is removed from the kit please advise Linden staff so that it can be replaced.

BEFORE YOUR EXHIBITION

SAFETY CHECKLIST

Please refer to the following checklist to ensure your exhibition adheres to Linden's required OH&S Standards.

POWER

- ☐ All electrical items are checked for safety (to prevent shorting/overheating).
- ☐ Any power cords are securely fixed to the surface they cross (to mitigate tripping hazards).
- ☐ Any powered items can be switched off outside of gallery hours.

WALLS

- ☐ Works mounted upon concrete are properly secured using hammer, drill and plug.
- ☐ Works mounted upon MDF are properly secured using drill and appropriate screws.

CEILINGS

- ☐ Works or supports installed on the ceiling are securely affixed using the correct drill-bit, drill and plugs.

FLOORS

- ☐ All hazards that run across floors (installations, cables, etc) are secured and sign posted.
- ☐ Any potential slipping hazards are sign posted.
- ☐ No drilling into or painting of floors without prior consent from Projects Space Coordinator.

VIDEO / PROJECTION

- ☐ If the work's content is deemed only suitable for mature audiences, signage indicating a content warning must be displayed upon entry.
- ☐ For moving image works containing strobe lighting, signage indicating health warning must be displayed upon entry.

SOUND / AUDIO

- ☐ Volume – Works with high volume/loud audio component must first be approved by Projects Space Coordinator.

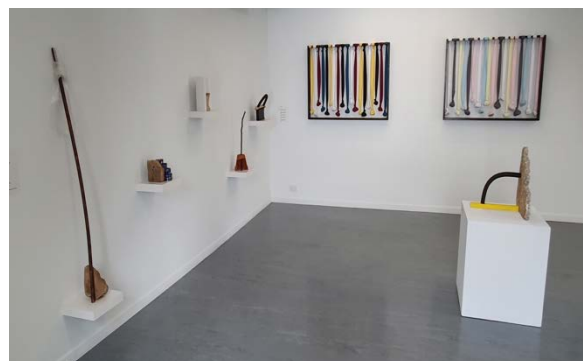
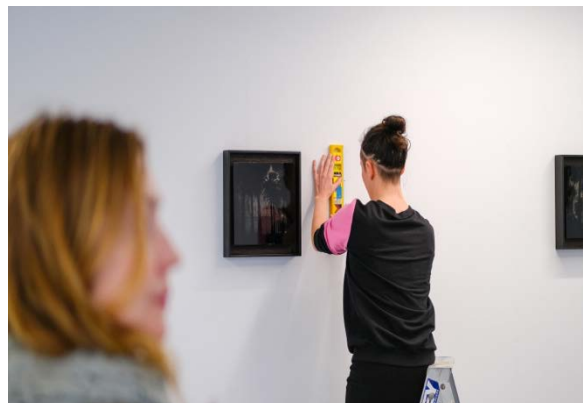


Image credits:

Shelley Xue (1&2), Mathieu Vendeville (3&4)

BEFORE YOUR EXHIBITION

PROMOTIONAL MATERIAL

Linden assists every exhibitor by producing, designing and distributing promotional material for each exhibition. This includes: a dedicated webpage for each exhibition to be featured on Linden New Art's website; an e-invite and e-mailout circulated amongst Linden's 10,000+ subscribers; listings (print and online) on local event directories and in national art publications including Art Guide; and Linden's social media platforms, to be shared across our audience of 13,000+ followers.

To assist with the production of promotional material, Exhibitors are required to provide Linden with **at least three hi-res images of the work to be exhibited, artist CV and a bio with an image of the artist(s)**. Linden also requires Exhibitors to provide an **Exhibition Statement** outlining the concepts and themes explored in the exhibition, as well as details about the production and presentation of the work, at least six weeks before the exhibition. The Projects Space Coordinator refers to this document when composing written content for promotion and publication alongside the exhibition, which is typically presented on an A4-sized black and white text-only room-sheet.

EXHIBITION TEXT

Exhibitors are welcome to commission an external writer of their choice to compose a catalogue text to accompany the exhibition, or indeed write their own, though it must be noted that any images, text or other promotional collateral must first be proofed and approved by Linden staff prior to publication.

LOGOS & ACKNOWLEDGMENTS

Exhibitors should inform Linden of any partner logos or acknowledgements to be included in promotional material at least three weeks before the exhibition.

CREATING YOUR OWN ADVERTISING

Linden kindly asks Exhibitors not to create or circulate their own marketing material for their exhibition without first receiving approval from the Projects Space Coordinator. Exhibitors are welcomed and encouraged to repost Linden's online content on social media.

MEDIA QUESTIONNAIRE

Linden will also supply Exhibitors with a **Media Questionnaire** form at least two months before exhibiting at Linden. This questionnaire collects key information and content about the artist(s) and their work to be used to pitch media opportunities. This is done in collaboration with Linden's public relations partner Zilla & Brook, a leading Melbourne-based creative communications agency specialising in art and design.

JANE BURTON – KINGDOM OF PLEASURE
AUGUST 4 – SEPTEMBER 4 2022

LIN
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ART

Celebrating its 110th birthday this year, Luna Park has long been an icon of St. Kilda. In 1912, when the amusement park first opened, St. Kilda was considered the capital of Victorian pleasure, offering escape and hedonism by the former swamplands of the bay.

For Melbourne-based artist Jane Burton, Luna Park and its beguiling, otherworldly aura both enchanted and haunted the artist as a child. In this new body of work, alluringly titled *Kingdom of Pleasure*, Burton revisits the site of her childhood seduction and fantasy to create a suite of dream-like images that, captured at night, evoke the enigmatic and foreboding magic of this historic park.

Printed using collodion on black glass plates through an antique alchemical darkroom process called Ambrotype photography, *Kingdom of Pleasure* expands upon Burton's ongoing exploration of memory, desire and mortality, meanwhile adding to Luna Park's legacy as an artistic subject by channelling the sinister connotations as seen through the eyes of artists who have come before – Sidney Nolan, Albert Tucker, Clarice Beckett, and Joy Hester, to name a few.


Nolan and Tucker, during the decades of the 1930s and 1940s experienced the legacy of the Great Depression and the trauma of war, heightening their awareness of the co-existence of good and evil, creation and destruction, life and death. So too did their paintings of Luna Park express this binary, on the one hand depicting the park as a site of fun and amusement, and on the other, a repository of darker emotions in a surreal atmosphere of hedonism, carnal sexuality and moral decay.


Burton writes: "Recently, I moved into the St Kilda area and found myself drawn to the strangeness of the site, and drawn back into childhood memories, consciously viewing Luna Park through a lens of the past, recalling fanciful associations and emotive sensations.


As a child from the country, I encountered it as a phantasmagorical realm rising through briny sea fog, fringed by exotic palm trees. Upon entering through the great, devouring mouth, as if into an Underworld; shrieks and clatter emanating from the Scenic Railway drifted on the salty night air."


With a career spanning more than 20 years, Jane Burton has been the recipient of artist residencies in Paris, London and Beijing. Burton's photographs are held in the collections of prominent state and publicly funded galleries, including the National Gallery of Victoria, Art Gallery of New South Wales, National Gallery of Australia, Monash Gallery of Art, and the Tasmanian Museum and Art Gallery, as well as private collections in Australia and abroad.

This project has been supported by the City of Port Phillip through the Cultural Development Fund and the Victorian Government through Creative Victoria. The artist gives thanks to Luna Park, St Kilda, and Gold Street Studios, Trentham, Victoria.

Supported by the City of Port Phillip Cultural Development Fund

CREATIVE VICTORIA

REGIONAL ARTS VICTORIA

AUSPICIOUS ARTS PROJECTS

Example: Exhibition Text

DURING YOUR EXHIBITION

GALLERY SITTING

Exhibitors are not required to invigilate the Projects Space at any time during the exhibition. The gallery is maintained by the Projects Coordinator and Linden's team of trained volunteers and interns.

EXHIBITION DOCUMENTATION

Linden staff photograph installation views of all exhibitions on the day of the opening. These basic documentation images are used to promote the exhibition digitally and in print, and are archived following the exhibition period. It is the responsibility of the Exhibitor to arrange professional documentation of their exhibition and artwork if required.

If you wish to provide installation images for the Linden website please provide us with image credits e.g. artist name, artwork title, year, medium, dimensions (height x width x depth cm), duration, acknowledgments (if any).



ARTIST TALK

Linden Projects Space hosts an Artist Talk event as part of our public program accompanying each exhibition. These relaxed community-focused events serve to provide visitors with an opportunity to learn about and engage with the work on display, by giving Exhibitors a platform to discuss their exhibition and practice with the public.

Artist Talks are typically 45-60 minutes in duration and scheduled the Saturday in the week following the opening reception. Exhibitors can opt for a solo presentation or a conversational/interview-style format with the Projects Space Coordinator or an interviewer of their choice. Although Linden strongly encourages Exhibitors to participate, conducting an artist talk is optional.



Image credits:
Shelley Xue (Top), Ada Coxall (Left, Bottom)

AFTER YOUR EXHIBITION

DE-INSTALLATION + COLLECTION OF ARTWORKS

Exhibitors are responsible for the de-installation of their exhibition.

Exhibitors are given a de-installation period of one day, usually scheduled between 9-5pm the day following the exhibition period, as discussed with the Projects Space Coordinator. If you need assistance with de-installation, or require more than one day, please consult the Projects Space Coordinator at least two weeks before the end of your exhibition.

Exhibitors must ensure the Projects Space is left in clean condition following de-installation, making sure that any holes drilled or pinned into the wall are patched and painted, walls repainted back to white, and the floors clean and cleared of work and equipment. Linden supplies a modest store of de-installation materials, including plaster filler, sandpaper, wall paint, rollers and trays. If applying plaster filler / wall putty, please allow at least half an hour to dry before painting and sanding. If you are unsure about how to patch and paint, please request guidance from the Projects Space Coordinator.

Exhibitors must collect and remove all artwork and materials within seven days following the exhibition.

SURVEY

After your exhibition you will be requested to complete a short survey about your experience exhibiting at Linden Projects Space. This provides valuable feedback as part of Linden's mission to continual improvement, and provides important information to be included anonymously in reports to Linden's key funding bodies and stakeholders.

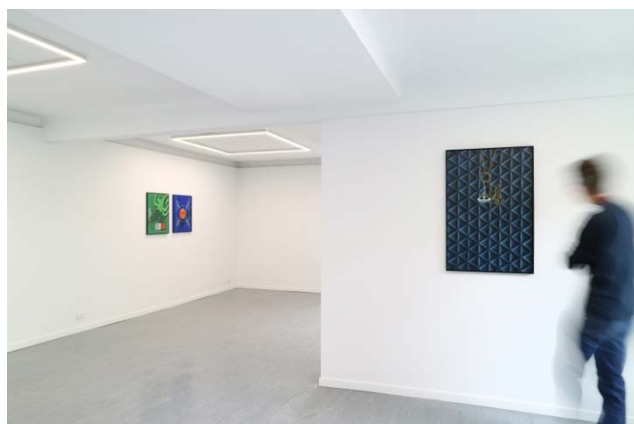


Image Credits:
Tim Standing, David Hagger, Mathieu Vendeville



LINDEN NEW ART 26 Acland Street ST KILDA VIC 3182

Open Tuesday to Sunday, 11am - 4pm

T: (03) 9534 0099 | **E:** info@lindenarts.org | **IG:** [@linden_new_art](https://www.instagram.com/linden_new_art)

www.lindenarts.org

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